



OLDE
MAIN
STREET

Design Plan

Acknowledgements

Development of the Olde Main Street Design Plan was assisted by a steering committee of the Olde Main Street Business Development Committee. The steering committee was made up of individuals selected to represent a variety of district interests during the development of the design plan. The steering committee prepared the design plan using an open and interactive process. Note that unanimous agreement on each element of the design plan was not reached. However, committee members agree that the Olde Main Street Design Plan is a valuable guide for future decision making.

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INTRODUCTION

Olde Main Street is an historic community, providing a home to retail, service, entertainment, industry, and residential neighborhoods.

Throughout the life of Green Bay's development, its Main Street has evolved with all of the qualities and appeals of a Main Street with hidden assets and strengths waiting to be discovered and enhanced. These hidden assets, strengths and the desire of the business and property owners in the Main Street business district will set the foundation for the creation of a place where visitors and residents will come to experience the pride and spirit of its city's core, its Main Street.



Figure 1

Olde Main Street Business Improvement District

300 0 300 600 Feet

Aerial Photos: April, 2000
Printed: August, 2001

Olde Main Street is formed

Recognizing the importance of a city's Main Street, Olde Main Street, Inc. (OMSI) was formed in 1998. Olde Main Street, Inc., a non-profit Business Improvement District (BID), provides leadership and management for the revitalization of a 25-block area in and around Main Street, near downtown, Green Bay, Wisconsin.

Design Plan task is assigned

A steering committee of the Olde Main Street Business Development Committee was formed in January 2000. Six individuals made up the committee and began meeting in February 2000 to review the district and create a plan for use as a blueprint for future planning and decision-making.

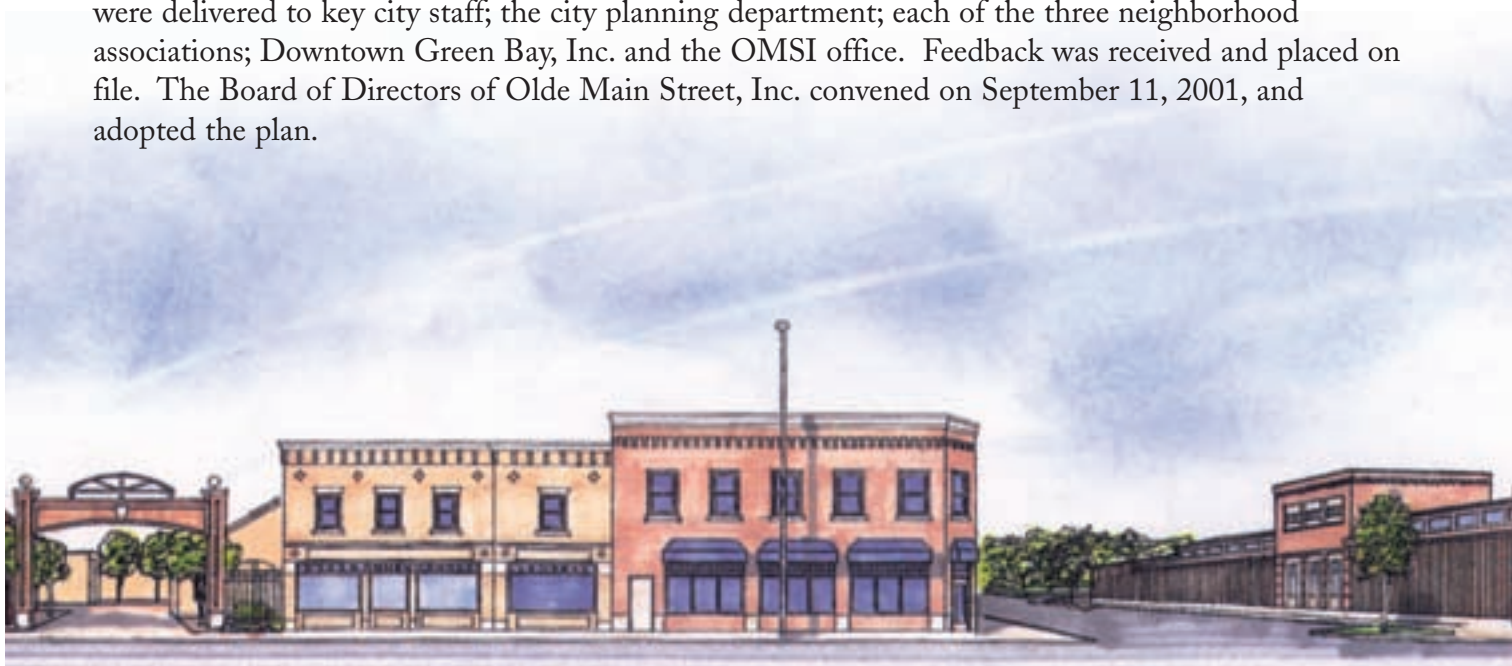
Field Analysis

The committee began by conducting field work to identify elements of the existing conditions in the district. The committee collected related reference materials, photographs and conducted a survey of Olde Main Street businesses.

Next, the committee established individual villages within the district to allow the plan to be more location specific. The committee went through a thorough site review of each parcel in the district and made observations and suggestions for future planning. A design plan parcel document for each of the five villages was created. It was found that each village has its individual characteristics and challenges. To address these challenges, five guiding principles were created (refer to page 6). The guiding principles are based on the goals and objectives that were established when Olde Main Street was formed. As the plan progressed, a district meeting on October 18, 2000, was held at Riverside Ballroom and feedback was received on the direction of the plan. The five guiding principles were prioritized at this open meeting.

Throughout the planning stages of this document, the committee used the basic boundaries of the BID as its defining parameters for this design study, however, the committee did not limit discussions to the district boundaries only.

On August 21, 2001, the Board of Directors of Olde Main Street, Inc. approved the final draft of the design plan. News of the final draft was published in the district newsletter and copies of the draft were delivered to key city staff; the city planning department; each of the three neighborhood associations; Downtown Green Bay, Inc. and the OMSI office. Feedback was received and placed on file. The Board of Directors of Olde Main Street, Inc. convened on September 11, 2001, and adopted the plan.



VISION

Throughout the 21st Century, Olde Main Street will be a safe, eclectic, entrepreneurial and economically viable place to work, shop, live and play. This will be assured by revitalizing the infrastructure and by maintaining the synergy of traits such as the historic atmosphere, adaptability, high traffic flow, high visibility, water way and ethnic and business diversity.

Supporting this vision is a series of values stated through a set of goals. The focus of this plan is on the design features of the district and the aesthetics that provides its identity. The following goals and objectives are focused on these efforts and are not to be considered the full extent of the Olde Main Street Business Improvement District plans.

Create visual uniqueness and continuity

- * Coordinate the signage within the district.
- * Add street amenities such as banners, historic lighting and trash receptacles.

Improve the physical appearance

- * Create incentives for property owners to improve/restore facades.
- * Encourage restoration of older buildings and other building improvements that enhance the district.
- * Establish design guidelines for new construction, facade renovations and signage.

Address parking issues and concerns

- * Improve parking with traffic flow and accessibility.
- * Install directional signage for parking.
- * Use aesthetic improvements and physical markers to raise awareness of parking availability and location.
- * Create incentives for shared parking.

Partner with the City to help facilitate change

- * Better utilize the East River.
- * Request inclusion of Main Street on future trolley routes.
- * Coordinate parking improvement efforts.
- * Request for inclusion and special recognition in Comprehensive Plan.
- * Continue support through Community Development Block Grant funding and staff assistance.

Adopted in 1998 by Olde Main Street, Inc.



PURPOSE

The purpose of the design plan is to provide the framework for economic vitality keeping in mind aesthetic improvements that support business development within the district. The plan is intended to be broad and conceptual in nature.

Imagine a place where people and their vehicles circulate together to support business; a place where community events celebrate the community's cultural diversity and pride of its neighborhoods; a place with a comfortable and festive atmosphere; a place to enjoy the water way. Olde Main Street will be that place.

In order to accomplish this purpose, the following organizational directives were established. Many individual and collaborative partnerships with residents, neighborhoods, businesses and government must be developed to work toward the following organizational directives for success in the Olde Main Street district.

Organizational Directives

*** Utilize the historic fabric and character as a strength.**

Many of the structures in Olde Main Street have an historic flavor and can be enhanced through rehabilitation efforts. Additionally, it is important that the city and district be creative in finding adaptive and compatible uses for vacant parcels and buildings. New development in the Olde Main Street district will be encouraged to utilize similar setbacks, densities and material to blend with existing structures.

*** Promote diversity and unity with Olde Main Street.**

Olde Main Street will be a place where a variety of businesses are located. Specialty shops and festivals that celebrate the cultural diversity of the neighborhoods can blend with other daily functions. Pedestrian environments including a river trail can be enhanced while still accommodating adequate parking opportunities. To achieve this directive will require a coordinated and unified effort based upon a common vision.

*** Respect adjacent activity.**

While Olde Main Street can be seen as a destination, it is important to recognize that there are several neighboring components to the district. The areas most impacted by Olde Main Street activity are adjacent residents, schools, downtown Green Bay and other use areas. Olde Main Street can and should be perceptually defined by items such as gateway, markers, monuments, landscape and streetscape elements, and other features and activities however, in harmony with its neighboring elements.

*** Brand and promote Olde Main Street.**

A market niche for Olde Main Street should be identified based upon existing strengths, known economic and market factors and desires. An effective marketing program should be developed and implemented.

DESIGN PLAN

The Olde Main Street Design Plan represents the framework for future development of the district. The plan and its principles are intended to promote a successful and pleasing business environment. The plan and its principles are intended to provide vision. The plan and its principles are intended to ensure a future.

Design Concept

Being an established business district, there is an existing identity to the Olde Main Street area. The businesses and buildings in the area have grown throughout the years, creating an eclectic mix of uses and building styles. This mixed-use urban area has its own identity and definable boundaries. In an attempt to describe Olde Main Street's history, current status, and future it can best be defined as an urban village.

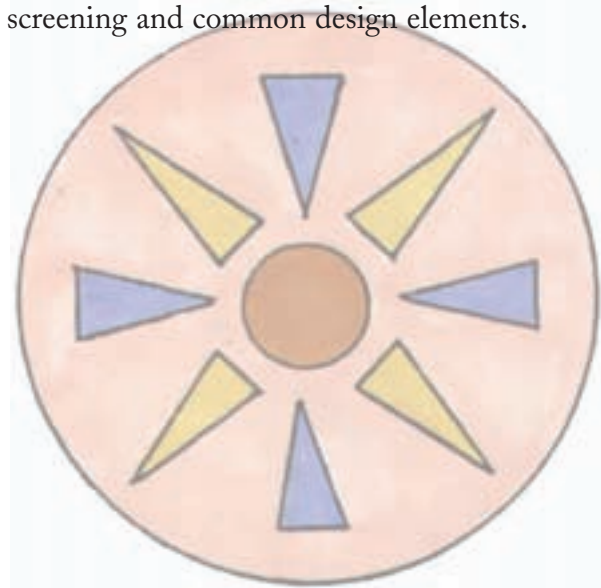
Urban Village

Olde Main Street has developed in a linear fashion, being a long and narrow business neighborhood. By defining a village, a distinct urban atmosphere is embodied. There are four key features present on Olde Main Street that define it as an Urban Village.

1. A village is urban in character: It is high density and has pedestrian-friendly streets, architecture and public amenities.
2. Villages are places where people live, work and spend leisure time: Instead of being primarily used during the day or during the evening, a village is a round-the-clock activity center.
3. A village is celebrated as distinctive: There is a perceptual identification of a specific place within the overall city context.
4. Village uses are harmonious with other qualities and elements within the village: Appropriate design and development strategies include mixed-use buildings and distinctive parking lots. These uses are linked and enhanced with landscaping, screening and common design elements.

Urban Village Qualities

- * Pedestrian oriented storefronts
- * Defined building and parking entrances
- * Urban streetscape
- * On-street parking
- * Trolley stops
- * Pedestrian furniture
- * Pedestrian friendly street crossings



Urban Village Streetscape Elements

- * Trees
- * Pedestrian scale lighting
- * Street furniture
- * Pedestrian orientated signs
- * Special event banners
- * Special 'Olde Main Street' street signs
- * Custom storefront awnings and canopies

Life within the Village

A 'Main Street' business district operates on the same principles as a mall. Some businesses are destinations, drawing customers into the area; others are less familiar and will draw attention only as the customer is passing by on the way to a major destination. The concept of large anchor stores in a mall also applies to a linear business district. Having a destination location within the district supports the businesses along the way. In this same way each business along Olde Main Street can be a compliment to the next. This will help support the overall business atmosphere. Inventory and analysis of the buildings, parking, ownership, recent improvements, pending improvements, and city activities and commitment will be necessary.

Five Guiding Principles

The Olde Main Street Design Plan is organized by using five guiding principles. The guiding principles are based on the goals and objectives that were established when Olde Main Street was formed in 1998.

1. Address Parking

- Place parking in rear of buildings, off Main Street.



1. Address Parking (continued)

- Define and improve parking lot access through visual cues.



- Optimize existing parking through community parking improvement and multi-purpose use.



2. Improve Business Identity

- Restore the storefront transparency to the pedestrian (display, transom and clerestory windows).
- Reduce visual clutter to maximize visibility of storefronts for business.

3. Increase Green Space

- Buffer adjacent neighborhoods with landscaping.
- Reduce amount of paving by installing landscaping at key points.



- Use the East River as an asset by continuing the trail system through the district and landscaping along the river where opportunities present themselves. The trail can provide wayfinding signage, historical information and/or business directory.



4. Improve Pedestrian Comfort and Safety

- Improve pedestrian safety by increasing pedestrian lighting.
- Increase pedestrian comfort by more effectively delineating the pedestrian zone with special paving treatment at crosswalks and landscaping and/or fencing between sidewalk and parking.



- When possible, widen the sidewalk between the building and traffic lane to improve pedestrian safety and comfort.

5. Achieve Visual Continuity

- Preserve and maintain buildings with historical significance or architectural value.
- Preserve and reconstruct the individual blocks within the district through infill construction.
- Construct new buildings similar in mass, material, detail and scale to the existing.
- Unify the district with architectural features, banners and signage.



- Unify the district with standards for awning height and materials, and signage scale and placement.
- Overhead electrical service will be installed underground; appropriate screening for above ground public utilities will be added.



- Seek community-wide recognition and showcase pride and spirit with significant visual markers.



DISTRICT VILLAGES

Village 1 - Whitney Commons

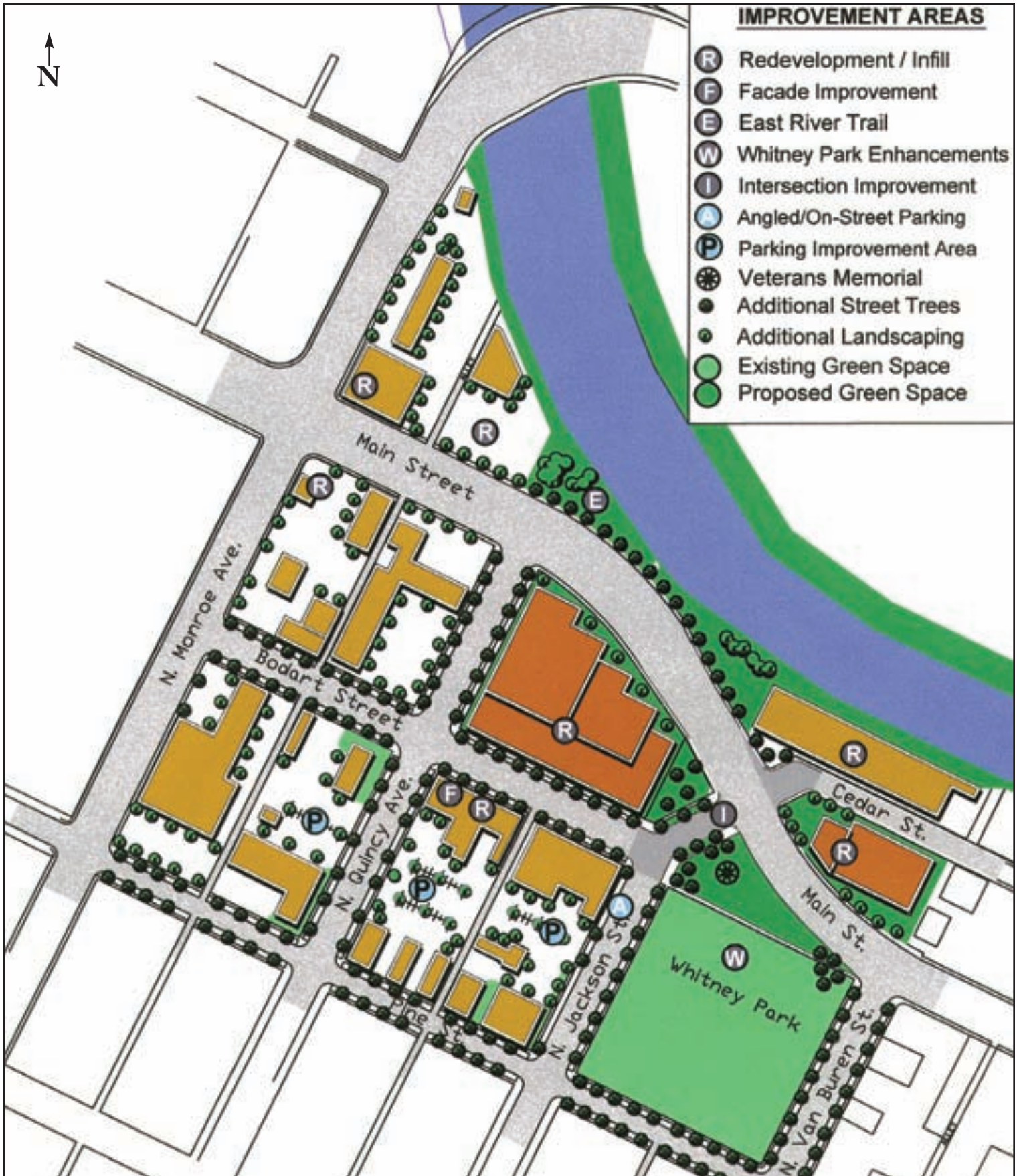
Characteristics

The East River is visible on the north side of Main Street; the property along the River is not developable. Whitney Park, a complete City block is the oldest park in the City. Residential property lies to the South. Another business improvement district is adjacent to Whitney Commons, Downtown Green Bay, Inc. The village is just three blocks from the KI Convention Center and Port Plaza Mall. The village has a current business mix including service, retail and entertainment.

Goals

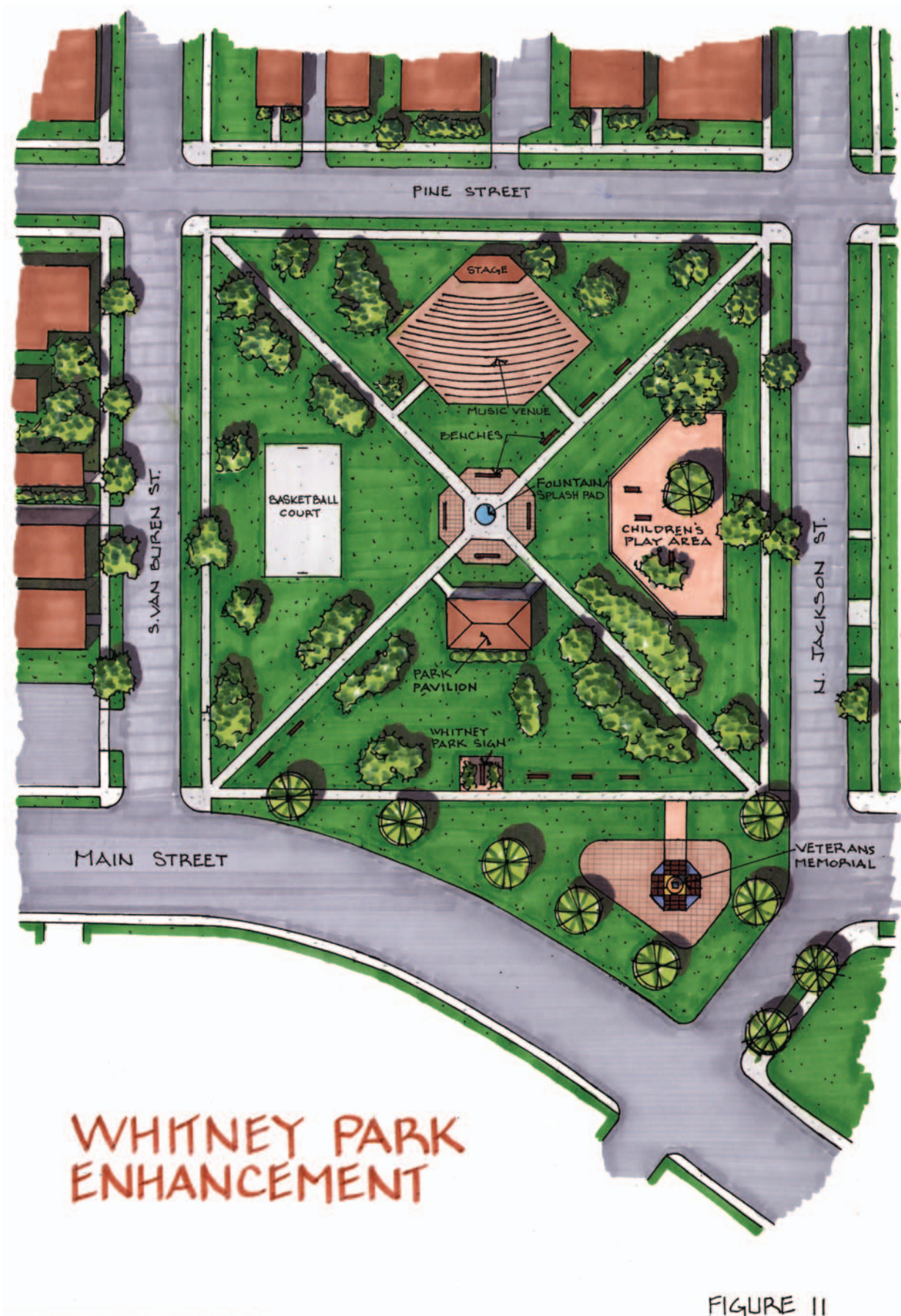
- The area bordered by N. Quincy, N. Jackson and Main Streets is a piece of property identified for a significant commercial development as it is within three blocks of the KI Convention Center and the heart of downtown Green Bay.
- Trolley routes and pedi-cab service through Whitney Commons would link downtown and the Olde Main Street district.
- All buildings that are historical and structurally sound will be preserved and maintained.
- Through community partnerships, the enhancement of Whitney Park can be attained. Featured in the park would be an illuminated memorial providing a dramatic visual impact for vehicular and pedestrian traffic on Main Street. A park study will initiate park enhancements.
- A parkway, public areas and rest stops along an East River Trail will provide a green space buffer between downtown and ongoing development on Main Street. Working together for removal of billboards would be a significant achievement.

Whitney Commons



Map 1

Whitney Commons



Village 2 - Cedar Street Manufacturing

Characteristics

The East River is adjacent on the north side of properties in this village. Truck traffic is high. There is easy access to Webster Avenue and I-43. The business mix of Cedar Street Manufacturing is primarily light manufacturing and wholesale with a blend of retail and entertainment.

Goals

- Olde Main Street, Inc. will continue to work with business owners on a detailed manufacturing plan for this village. Included in this plan will be a truck route/street patterns, conservation/scenic easements for possible East River Trail Parkway and facade improvements to the buildings especially to those facing Main Street.
- Other manufacturing business in the district could be persuaded to relocate to this area if the truck route and street patterns could be improved to accommodate truck traffic.

Village 3 - Webster Junction

Characteristics

Webster Junction is highly visible and considered a major city intersection. Webster Street is a major hub to downtown, the interstate and to many Green Bay neighborhoods. Most buildings have zero set back with rear parking. Residential property lies to the south. Its current business mix includes service, retail and entertainment.

Goals

- What is accomplished on the corner of Main and Webster will have a major impact on all of the Main Street district. A common design element on all four corners and special paving treatment at this and other major intersections in the district will provide a feeling to visitors that they have arrived at Olde Main Street.
- Façade improvements similar to those completed on the northeast corner of Main and Webster are a positive example. Similar facade improvements throughout the village and district will be part of the restoration.
- New commercial developments in this village will provide additional District and city-wide destinations.
- Overhead electrical service will be installed underground.
- Working together for removal of billboards would be a significant achievement.

Cedar & Webster



Map 2

Village 4 - Olde Town

Characteristics

Although the area encompassing Olde Town has been perceived as primarily an entertainment district, it is an eclectic mix of retail, service, entertainment, and office space. The village boundaries are defined residential properties to the north and the East River along the east and south. Most buildings on the south side of Main Street have zero set back with rear parking. The East River Bridge is in this village. Olde Town has a few corner parking lots on Main Street.

Goals

- Effective conservation policies for the restoration of the East River shoreline is a crucial element to the long-range identity of Olde Town. Future planning will be directed toward enhancing the river shoreline properties, establishing a trail along the river and providing a location for special outdoor events.
- Infill will be completed with zero set back and rear parking.
- Façade improvements on several buildings will be made.
- Parking will be identified with streetscape design.
- Most of the businesses in this district have adequate parking to the rear of their buildings. However, a cooperative parking effort that is amiable to property owners must be encouraged throughout the Olde Main Street district.

Village 5 - Three Corners

Characteristics

The Three Corners village is located on the east end of the district. The East River follows on the south side of the village. There is a narrow strip of land along the East River in the 1300 block. A residential neighborhood and business mix is located on Cedar Street. New development is currently under construction. Cedar Street is visible to Main Street. Baird and Main are highly visible corners. Mature trees at Baird and Main provide rare green space. Historical buildings are present in this village. There is a large city-owned parking lot. The village includes a suburban and downtown business mix along Main Street.

Goals

- A feasibility study will need to be conducted for the block from N. Irwin to Baird including the East River.
- The historical integrity of the buildings built at the turn of the Century will need to be determined. Façade improvements keeping the historical look should be the goal. Current and future developments will tie in the old with the new.
- Cooperation with the city is necessary to address issues including underground installation of overhead electrical service, curb cuts, general street improvements, tree planting along alleys, appropriate residential set backs, and angle street parking.
- The addition of a street-width gateway arch will bring attention to this village and the Olde Main Street district.
- Preservation and improved green space at the corner of Main and Baird is advised. Placement of an East River Trailhead at Main and Baird with expanded green space, tables, benches and receptacles will be achieved. In addition, a stage for district and neighborhood events and activities could be featured.
- For safety reasons, sidewalks that are right up to the street will be relocated.
- All parking lots on Main Street will have a green space buffer.
- Work together for the removal of billboards.

Olde Town & 3 Corners



IMPLEMENTATION

Implementation Checklist

The Design Plan concept for Olde Main Street is an ongoing process and does not conclude with the adoption of this plan. The visible results throughout the district will be the true measure of success for Olde Main. In addition to the ‘brick and mortar’ projects other success stories for Olde Main will come in the way of its organizational successes that will help to fill vacant storefronts, or to encourage the pride of ownership of a business within the district.

The following implementation checklist is organized into three strategic periods of action. By working on a short, medium and long term strategy the short term accomplishments as well as long range success can be tracked and assure us that actions are staying focused on Olde Main Street’s vision for the future.

Short-term

Short-term strategies represent accomplishments that are readily achievable and actions that can be undertaken in the immediate future.

- Design concept plan adoption.
- Formalize an implementation steering committee to oversee physical design improvements and coordinate with business recruitment, development, and marketing efforts.
- Revise marketing and business recruitment plans to incorporate design concept vision.
- Create a formal Olde Main Street Association, which will be closely tied to the Chamber of Commerce, City of Green Bay and Downtown Green Bay Inc.
- Develop an action plan and inventory of appropriate financing tools for design and development improvements (public and private).
- Develop and codify detailed design and development guidelines for public and private improvements.
- Initiate dialogue and establish contacts with the city and the Department of Transportation (WISDOT) to review design and construction standards for proposed improvements along Main Street.
- Develop and codify standards for development and landscaping along Main Street (State Highway 29/141).
- Conduct a building condition inventory to determine which buildings/properties are: 1) economically and structurally viable, 2) suited for infill development and 3) earmark structures which are unsafe, if any.
- Design and purchase logo/icon and downtown way finding signs. Affix to streetlight poles.
- Design and purchase Olde Main Street seasonal banners. Affix to streetlight poles.
- Identify actual points of access for centralized/shared parking lots. Initiate dialogue with property owners to accommodate access drives, pedestrian walks, and general parking lot layout.
- Initiate a feasibility study for proposed relocation/redevelopment for a proposed commercial development site on the west end of the district.
- Initiate a feasibility study for each of these three projects: parking lot improvement areas, Whitney Park enhancements and the N. Irwin and Baird Street block encompassing the East River and lots along both sides of the river. Include the feasibility for a vehicular and/or pedestrian bridge crossing over the East River at North Irwin Street.
- Develop a strategy plan for property acquisition for targeted sites.

- Partner with and encourage business owners to implement and maintain annual planters for seasonal color.

Medium-range

Medium-range strategies represent more permanent change and development. Significant public investment will be balanced with success achieved in the private sector.

- Establish an Olde Main Street resource center. This center will facilitate marketing, business recruitment, development activities. Resource material will be made available to business owners.
- Implementation steering committee will encourage merchants to consider the quality of retail commercial displays. Sponsor guest speakers and workshops for business owners.
- Implementation steering committee will sponsor façade workshops for merchants to provide information and technical assistance on appropriate methods of façade renovation and encourage merchants and property owners to maintain façades.
- Make available appropriate financing tools for business and property owners to encourage fix-up and enhancement of façades, implement pedestrian oriented signage (front and back), awnings, and other amenities.
- Secure the area for a monument/gateway. Design and construct the Olde Main Street monument/gateway at the intersection of Main and Baird Streets.
- Continue business development and recruitment efforts to solidify block face (infill and rehabilitation of existing structures) along Main Street.
- Contract for design and construction services for streetscape and landscape services.
- Construct parking lot improvements (defining access points, circulation, and separation from street/sidewalks).

Long-range

Long-range strategies represent actions that will be built upon the successes from the previous implementation periods. Expansion of efforts in and along Olde Main will occur once visible successes can be seen throughout the district.

- Consider expanding Olde Main Street ‘service area’ to the east; in order to assist other businesses outside of the Olde Main Street BID.
- Continue business recruitment, marketing, and development efforts.
- Continue to enhance Main Street organizations, events and resources made available to merchants and property owners.
- Expand business development and recruitment throughout the area.
- Contract for design and construction services for street scaping and landscaping for properties within the design district but not fronting on Main Street.
- Complete parking lot improvements (landscaping/screening, pedestrian access walks).
- Contract for design and construction services for a monument at Whitney Park (possibly a World War II Veterans monument, Daniel Whitney monument or public art work).
- Continue to work with the City Department of Public Works regarding major capital improvement projects, specifically the reconstruction and improved pedestrian East River Bridge crossing on Main Street and the construction of a possible future East River bridge crossing on Irwin Street.



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